

providers a subset of service providers for use in presenting service provider information to a subscriber;

based upon said stored selection information, selecting one of said first and second service provider information; and

outputting said selected one of first and second service provider information to said mobile unit, free from the other one of said first and second service provider information, based upon said step of selecting.

Ca 41. (Twice Amended) A method as set forth in Claim 40, wherein output information regarding a plurality of said candidate service providers is provided to said mobile unit and said output information is provided based on prioritization information relative to a priority for presenting said information to a subscriber output said prioritization information relates to establishing said priority based on proximity of particular service providers to said mobile unit and said prioritizing comprises:

providing said location information in a form suitable for distance determinations;

determining a first distance between said mobile unit and said first service provider;

determining a second distance between said mobile unit and said second service provider;

performing a comparison of said first and said second distance; and

determining a presentation of said output information based upon said comparison.

42. (Twice Amended) A method as set forth in Claim 40, wherein output information regarding a plurality of said candidate service providers is provided to said mobile unit and said output information is provided based on prioritization information, wherein said prioritization

information is based on one of proximity, financial information, service preference information, and a subscriber usage profile.

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43. (Twice Amended) A method as set forth in Claim 40, further comprising accessing stored subscriber defined prioritization criterion information.

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53. (Twice Amended) A method as set forth in Claim 40, wherein said step of storing is performed on said network platform.

56. (Twice Amended) A method for use in providing location based services to a communications network user in a wireless network, comprising:

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receiving, on a network platform in communication with a mobile unit via an air interface, a service request requesting information regarding said location based services;

obtaining, at said network platform, location information regarding a location of said mobile unit from a location source independent of said mobile unit;

identifying, on said network platform, first and second service providers and associated first and second service provider information based upon said location information of said mobile unit;

providing said location information into a form suitable for distance determinations;

determining the distance of each of said first and second service providers relative to said mobile unit; and

outputting both said first and second service provider information to said mobile unit, wherein a manner of said outputting is based upon said step of determining distances.

C5 62. (Twice Amended) A method for providing location based services to a subscriber of a wireless network, wherein network location information is available within an area of the network based on a network assisted location finding technology, said network assisted location finding technology being operative to determine a location of a wireless transceiver of said subscriber within said area of the network, said determining based at least in part on a relationship between said location of the wireless transceiver and a known location of a fixed network structure in said area of the network, said method comprising:

receiving first location information regarding said wireless transceiver from a first location finding system, independent of said wireless transceiver for locating wireless units within said network;

receiving second location information regarding said wireless transceiver from a second location finding system, independent of said wireless transceiver and different from said first location finding system, for locating wireless units within said network,;

determining a location of said wireless transceiver by accessing a database that includes said first location information from said first location finding system and said second location information from said second location finding system;

identifying at least one service provider and associated at least one service provider information based upon the determined location of said wireless transceiver; and

transmitting said at least one service provider information to said wireless transceiver, wherein said wireless transceiver is used to provide to the subscriber the at least one service provider information based on a current location.

63. (Amended) A method as set forth in claim 62, wherein said location of said wireless transceiver is determined by using said first location information from said first location finding system and said second location information from said second location finding system.

C6 64. (Amended) A method as set forth in Claim 62, wherein said determining step comprises a triangulation analysis.

C7 65. (Twice Amended) A method as set forth in Claim 62, wherein said determining step comprises a point in a polygon analysis.

67. (Twice Amended) A method for providing location based services in a wireless network comprising:

C8 receiving, on a network platform in communication with a subscriber using a mobile unit via an air interface, a service request requesting information regarding said location based services;

obtaining, on said network platform, location information regarding a location of said mobile unit determined using a network assisted location finding technology, said technology being operative to provide location information regarding said mobile unit based at least in part on a position of the mobile unit in relation to a known location of a stationary ground based network device in communication with the mobile unit, said location information regarding said mobile unit being received on said network platform, said location information originating at least in part from location determination equipment separate from said mobile unit;

converting said location information from a first form into a second form wherein said second form includes geographical coordinates for said mobile unit;

C7 identifying, on said network platform, utilizing said converted location information in said second form, a first service provider and associated first service provider information based upon said determined location of said mobile unit; and

outputting said first service provider information to said mobile unit.

C8 69. (Twice Amended) A method as set forth in Claim 67, wherein said step of outputting comprises using a prioritization criterion, said criterion including one of financial information, service preference information, subscriber usage profile information, and information regarding the willingness to receive complementary service information.

C9 76. (New) A method for providing location based services in a wireless network comprising the steps of:

receiving, on a network platform in communication with a subscriber using a mobile unit via an air interface, a service request requesting information regarding said location based services;

obtaining, on said network platform, location information regarding a location of said mobile unit determined using a network assisted location finding technology, said technology being operative to provide location information regarding said mobile unit based at least in part on a position of the mobile unit in relation to a known location of a stationary ground based network structure;